ORDER



Order / Rev: 36397 Orders 08821731 Alt Order #: Product Desc: ISSUE Estimate: 2602

> Flight Dates: 10/05/12 - 10/11/12 Original Date / Rev: 06/27/12 / 10/04/12

Order Type:

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

KLAS

Mike Jones K-WAS

National

Name: Agency

Buying Contact:

Billing Contact:

815 Slaters Lane

National Media Inc

GENERAL

Alexandria, VA 22314

Agency Commission:

EOM/EOC

11/29/08

00:10:00

Broadcast

Cash

15%

Advertiser

Name:

NRCC

Demographic:

A35+ PO4

Product Codes: Priority:

LV2

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	art Date		Gross Amount	Net Amount		
10/01/12	10/11/12	33	\$94,750.00	\$80,537.50		

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$94,750.00	\$80,537.50	0.00
Totals	33	\$94,750.00	\$80.537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$94,750.00
Market	100%	\$315,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$78,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,791.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/08/12	10/11/12	8 News Now 6a M-F	CM	6-7a	MTWT	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				8 News Now 6a M-F							- 1		
	NEWS										- 1		
	Sta	rt Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
V	leek: 10/	08/12	10/14/12	MTWT	2	\$1,200.00	0.00						
E 2	8	10/07/12	10/07/12	8 News Now Sun AM	#1CM	8 News Now	Sun AS	:30	1	\$500.00LV2	0.00 NM	1	\$500.00
				8 News Now Sun AM	#1								

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KLAS

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Ln Ch Start End NEWS	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E 3 8 10/07/12 10/07/12	CBS News Sunday Morr@M CBS News Sunday Morning		MorniS	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
SUNDAY MORNING <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 E 4 8 10/05/12 10/05/12	Live w/Kelly CM	\$2,000.00 9-10a	0.00 F	:30	2 \$850.00LV2	0.00 NM	2	\$1,700.00
REGIS & KELLY	Live With Regis & Kelly	0.100	·	.00	2 4000.00212	0.00 7	_	• 1,1 00.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00					
E 5 8 10/08/12 10/11/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	MTWT	:30	2 \$850.00LV2	0.00 NM	2	\$1,700.00
REGIS & KELLY <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$850.00	Rating 0.00					
E 6 8 10/07/12 10/07/12			l RegS	:30	1 \$25,000.00LV1	0.00 NM	1	\$25,000.00
NFL FOOTBALL		•	•					
Start Date	Weekdays Spots/Week	<u>Rate</u> \$25,000.00	Rating 0.00			ı		
	Sat 4-5p Whacked SportSM	4-5p	S-	:30	1 \$400.00LV1	0.00 NM	1	\$400.00
ELECTRIC PLAYGROUND	Whacked Out Sports 2X's		•			ŀ		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12 <u>Spot Ch Date Range</u> <u>I</u>	S- 1 Description Star	\$400.00 b/End Time	0.00 W	/eekdavs	Length Rate	Rtg Type		
2 8 10/01/12-10/07/12	Sat 4-5p Whacked Sports 4-5p			Sa	:30 (\$400.00)			
See MG 7.3 [Whacked Out Sports r	ot airing (DA)I							
3 8 10/01/12-10/07/12	Eye on Wash/Wall St Jour 5-6a	ı		Su	:30 \$400.00	0.00 NM		
MG for 7.2 10/06	0.11 11 5.000 14.5014		<u>-</u>				_	
E 8 8 10/05/12 10/05/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	F	:30	2 \$1,500.00LV2	0.00 NM	2	\$3,000.00
NEWS	NA/a abalasa — Os ata 004 - t		.			ŀ		
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,500.00	<u>Rating</u> 0.00					
E 9 8 10/08/12 10/11/12	8 News Now 5-630p M-FCM	5-630p	MTWT	:30				
NEWS	8 News Now 5-630p M-F			.30	3 \$1,500.00LV2	0.00 NM	3	\$4,500.00
				.30	3 \$1,500.00LV2	0.00 NM	3	\$4,500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating	.30	3 \$1,500.00LV2	0.00 NM	3	\$4,500.00
Week: 10/08/12 10/14/12	MTWT 3	\$1,500.00	Rating 0.00				3	
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12	MTWT 3		0.00	:30		0.00 NM	3	\$4,500.00 \$800.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	\$1,500.00 5-7p	0.00 s-				1	
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date Week: 10/01/12 10/07/12	### MTWT 3 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p Weekdays	\$1,500.00 5-7p <u>Rate</u> \$800.00	0.00 S- Rating 0.00	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date Week: 10/01/12 10/07/12	### 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p CM ### Weekdays Spots/Week	\$1,500.00 5-7p	0.00 S- Rating			0.00 NM	1	
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 15 8 10/07/12 10/07/12 NEWS	### 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p CM ### Weekdays Spots/Week	\$1,500.00 5-7p <u>Rate</u> \$800.00 5-7p	0.00 S- Rating 0.00 S	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 15 8 10/07/12 10/07/12	### 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p CM ### Weekdays Spots/Week	\$1,500.00 5-7p <u>Rate</u> \$800.00	0.00 S- Rating 0.00	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 16 8 10/05/12 10/05/12	### 8 News Now Sat 5-7p CM 8 News Now Sat 5-7p CM ### Weekdays Spots/Week	\$1,500.00 5-7p <u>Rate</u> \$800.00 5-7p	0.00S- Rating 0.00S	:30	1 \$800.00LV1	0.00 NM	1 1	\$800.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 16 8 10/05/12 10/05/12 INSIDE EDITION	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p CM Weekdays Spots/WeekS- 1 8 News Now Sun 5-7p CM 8 News Now Sun 5-7p Weekdays Spots/WeekS 1 630-7p Inside Edition CM Inside Edition	\$1,500.00 5-7p Rate \$800.00 5-7p Rate \$1,500.00 630-7p	0.00S- Rating 0.00S Rating 0.00F	:30	1 \$800.00LV1	0.00 NM	1	\$800.00 \$1,500.00
Week: 10/08/12 10/14/12 E 14 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 16 8 10/05/12 10/05/12 INSIDE EDITION Start Date End Date Week: 10/01/12 10/07/12	### 8 News Now Sat 5-7p	\$1,500.00 5-7p <u>Rate</u> \$800.00 5-7p <u>Rate</u> \$1,500.00	0.00 S- Rating 0.00 S Rating 0.00	:30	1 \$800.00LV1	0.00 NM	1	\$800.00 \$1,500.00

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KLAS

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36397

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Flight Dates:

10/05/12 - 10/11/12

Estimate:

2602

INSIDE EDITION	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12		\$1,300.00	0.00	.20	4 #700 001 1/0	0.00 NIN		e700 00
E 18 8 10/06/12 10/06/12 INSIDER	Politics Now S Sebelius CM Politics Now S Sebelius	Various	S-	:30	1 \$700.00LV2	U.OU NIVI	1	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00					
E 19 8 10/07/12 10/07/12	Sun 530-6p Ins Ed Wkn@M Inside Edition Wknd	530-6p	S	:30	1 \$650.00LV1	0.00 NM	1	\$650.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	· 	Rating 0.00					
E 20 8 10/08/12 10/08/12	Mon 8-9p CM Met Mother/Partners	8-9p (8:00 PM-9:00	M 0 PM)	:30	1 \$9,500.00LV1	0.00 NM	1	\$9,500.00
MOTHER/PARTNERS	Mackdova Spata Mack	Data	Poting					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week M 1	<u>Rate</u> \$9,500.00	Rating 0.00					
E 22 8 10/09/12 10/09/12		10-11p	-T	:30	1 \$8,500.00LV1	0.00 NM	1	\$8,500.00
VEGAS Start Data - End Data	Mookdova Snota/Mook	Doto	Rating					
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$8,500.00	0.00					
E 24 8 10/11/12 10/11/12		8-9p	T	:30	1 \$18,000.00 LV1	0.00 NM	1	\$18,000.00
BIG BANG/2.5 MEN	Big Bang / 2 1/2 Men							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12		\$18,000.00	0.00					
		rt/End Time		/eekdays		Rtg Type		
1 8 10/08/12-10/14/12 T See MG 24.2	<i>Thu 8-9p</i> 8-9p	,	- -	Th	:30 \$18,000.00)	0.00 14141		
	Broadcasters Senate Debate - be	co]						
2 8 10/08/12-10/14/12 7	Thu 9-10p 9-10)p		Th	:30\$18,000.00	0.00 NM		
MG for 24.1 10/11 [PGM MOVED TP]								
	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	MTWT	:30	2 \$2,200.00LV1	0.00 NM	2	\$4,400.00
NEWS	•							
Start Date		\$2,200.00	Rating 0.00		4 24 400 001 1/0	0.00 114		74 400 00
Week: 10/08/12 10/14/12	MTWT 2 8 News Now Sat 11p CM			:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12	MTWT 2	\$2,200.00	0.00	:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date Week: 10/01/12 10/07/12	8 News Now Sat 11p CM 8 News Now Sat 11p Weekdays Spots/WeekS- 1	\$2,200.00 11-1135p Rate \$1,100.00	0.00 \$- Rating 0.00					. , .
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date Week: 10/01/12 10/07/12	### ### ### ### ### ### ### ### ### ##	\$2,200.00 11-1135p Rate	0.00 S-	:30	1 \$1,100.00LV2		1	\$1,100.00 \$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date Week: 10/01/12 10/07/12	8 News Now Sat 11p CM 8 News Now Sat 11p Weekdays Spots/WeekS- 1	\$2,200.00 11-1135p Rate \$1,100.00	0.00 \$- Rating 0.00					. , .
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 10/07/12 E 27 8 10/07/12 10/07/12 NEWS Start Date End Date	### 8 News Now Sat 11p	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P	0.00S- Rating 0.00S					. , .
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 NEWS Start Date End Date Week: 10/01/12 10/07/12	### 8 News Now Sat 11p CM 8 News Now Sat 11p CM 8 News Now Sat 11p ### Weekdays Spots/Week	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00	0.00S- Rating 0.00S Rating 0.00	:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 10/07/12 E 27 8 10/07/12 10/07/12 NEWS Start Date End Date	### 8 News Now Sat 11p	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P	0.00S- Rating 0.00S Rating 0.00			0.00 NM		. , .
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 NEWS Start Date End Date Week: 10/01/12 10/07/12	### 8 News Now Sat 11p CM 8 News Now Sat 11p CM 8 News Now Sat 11p ### Weekdays Spots/Week	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00	0.00S- Rating 0.00S Rating 0.00	:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 28 8 10/05/12 10/05/12 LETTERMAN Start Date End Date	### 8 News Now Sat 11p	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00 1135p-1237a	0.00S- Rating 0.00S Rating 0.00S	:30	1 \$1,100.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 28 8 10/05/12 10/05/12 LETTERMAN Start Date End Date Week: 10/01/12 10/07/12	### 8 News Now Sat 11p	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00 1135p-1237a Rate \$850.00	0.00S- Rating 0.00S Rating 0.00S	:30	1 \$1,100.00LV2 2 \$850.00LV2	0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 28 8 10/05/12 LETTERMAN Start Date End Date Week: 10/01/12 10/07/12 Spot Ch Date Range E 2 8 10/01/12-10/07/12 10/07/12	### 8 News Now Sat 11p CM 8 News Now Sat 11p CM 8 News Now Sat 11p ### Weekdays	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00 1135p-1237a	0.00S- Rating 0.00S Rating 0.00S	:30	1 \$1,100.00LV2 2 \$850.00LV2	0.00 NM 0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 End Date Week: 10/01/12 10/05/12 LETTERMAN Start Date End Date Week: 10/01/12 10/07/12 Spot Ch Date Range E 8 10/01/12-10/07/12 L See MG 28.3	### 8 News Now Sat 11p	82,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00 1135p-1237a Rate \$850.00 tVEnd Time 5p-1237a	0.00S- Rating 0.00S Rating 0.00F Rating 0.00 F	:30 :30 /eekdays	1 \$1,100.00LV2 2 \$850.00LV2 Length Rate :30 (\$850.00)	0.00 NM 0.00 NM Rtg Type 0.00 NM	1	\$1,100.00
Week: 10/08/12 10/14/12 E 26 8 10/06/12 10/06/12 NEWS Start Date End Date Week: 10/01/12 10/07/12 E 28 8 10/05/12 10/05/12 LETTERMAN Start Date End Date Week: 10/01/12 10/07/12 10/07/12 Spot Ch Date Range E 2 8 10/01/12-10/07/12	### 8 News Now Sat 11p	\$2,200.00 11-1135p Rate \$1,100.00 11-1135P Rate \$1,100.00 1135p-1237a Rate \$850.00 t/End Time	0.00S- Rating 0.00S Rating 0.00F Rating 0.00 F	:30 :30	1 \$1,100.00LV2 2 \$850.00LV2 Length Rate :30 (\$850.00)	0.00 NM 0.00 NM	1	\$1,100.00

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NRCC

ISSUE

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Estimate:

Product Desc:

2602

Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots **Amount** Inventory Code Ln Ch Start End Letterman Letterman LETTERMAN <u>Weekdays</u> MTWT---Rating 0.00 <u>Rate</u> End Date Spots/Week Start Date 10/14/12 \$850.00 Week: 10/08/12

> Totals 33 \$94,750.00